



TOWN OF LOS GATOS

EVENTS AND MARKETING SPECIALIST

Class Code: 4200
Department: Town Manager's Office
Supervisor: Economic Vitality Manager

Bargaining Unit: T.E.A.
FLSA Status: Non-Exempt

Class specifications are intended to present a descriptive list of the range of typical duties performed by employees in the class. Specifications are not intended to reflect all duties performed within the job, and all duties described are not necessarily performed by all employees in the class.

CLASS SUMMARY

Under general supervision, the Events and Marketing Specialist oversees the processes required to implement all special events held in the Town. This includes events organized by the Town and those organized by an outside entity. For Town events, the Events and Marketing Specialist coordinates with Town Departments in the preparation of event budgets, monitors expenditures, and provides event management for all events. For events organized by an outside entity, the Events and Marketing Specialist serves as the liaison with the event organizer, processes event applications, oversees the permitting process, and ensures collection of fees. The Events and Marketing Specialist works closely with the Police Department, Parks and Public Works Department, Finance Department, event promoters, and community organizations. The Events and Marketing Specialist will also be responsible for post-event evaluation to determine satisfaction level and to identify improvements that may be needed for future events.

SUPERVISION RECEIVED AND EXPECTED

Receives general supervision from the Economic Vitality Manager. Exercises no direct supervision over staff, but may provide technical and functional direction to interns, field staff, vendors, and/or volunteers, especially during events.

CLASS CHARACTERISTICS

The Events and Marketing Specialist is a single position class responsible for planning, organizing, coordinating, and promoting Town community events, overseeing and processing external event applications, as well as managing event budgets and creating marketing collateral for Town events. The Events and Marketing Specialist works closely with outside organizers, such as non-profit agencies, government agencies, businesses, and private citizens on complex events with large numbers of attendees, and is responsible for direct and ongoing contact and assistance. The Events and Marketing Specialist ensures that outside event organizers understand and adhere to Town policies and regulations, and State law.

EXAMPLES OF ESSENTIAL FUNCTIONS (Illustrative Only)

Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

Essential and other important responsibilities and duties may include, but are not limited to, the following:

- Serves as the primary point of contact for all internal (Town organized) and external (Town permitted) events.
- Communicates effectively in person, over the telephone, and in writing.
- Prepares detailed and accurate documentation, including event conditions of approval, budgets, cost estimation and recovery, scheduling, event layout and logistics, and other event related documents.
- Maintains an accurate event calendar with regular distribution to identified stakeholders.
- Develops and conducts community surveys.
- Responsible for website content, email newsletter creation, and social media outreach.
- Develops ideas, concepts, design, themes, and vision to successfully market Town - events, special projects, and related community involvement efforts.
- Researches and responds to requests, questions, suggestions and/or complaints in a timely and professional manner.
- Builds and maintains positive working relationships with co-workers, other Town employees, organizations and their representatives, and the general public, exhibiting exceptional customer service and communication skills.
- Increases knowledge base and learns new skills in a continuous effort to become a more productive team participant and subject matter expert.
- May be assigned as a Disaster Service Worker, as required.
- Celebrates the achievements and success of the organization.

External Events Organized by Outside Entity

- Reviews and facilitates the processing of event applications by external organizations in a timely manner, prepares draft conditions of approval, and coordinates review and approval process by appropriate Departments including final approval by the Town Manager and Chief of Police.
- Works with appropriate Departments to develop, review, and evaluate event plans, including but not limited to traffic plans; parking management; detailed diagrams, layouts and procedures; recommendations to event organizers and groups; and distributes information to staff and/or contractors for implementation.
- Conducts pre- and post-event meetings with Department liaisons and event applicants to ensure all requirements have been considered and met to the satisfaction of the Town permit requirements.
- Works with Department liaisons to prepare accurate cost estimates, and ensure billing and cost recovery.
- As needed, attends Town-permitted events to ensure conditions of approval have been satisfied and acts as the Town liaison between event organizers and Town services, such as Police and Parks and Public Works.
- Coordinates and facilitates event debriefs with event organizers, accurately documents event summaries, and maintains historical event information.
- With oversight and assistance, develops and manages contracts for Town Council-approved events and collaborates with Town Departments to ensure contract and event permit compliance.
- Prepares and makes presentations to the Town Council, Town Commissions, advisory bodies, neighborhood groups, and/or community organizations, as needed.

Town Events

- Coordinates, implements, and provides event management for all Town events.
- Prepares event budgets, proposals, schedules, and speaking points for Town and community leaders; monitors expenditures; and produces event reports and billing statements.
- Prepares marketing collateral and promotes events using a variety of creative print and social media outlets.
- Coordinates third-party vendors providing services and/or equipment for events (e.g., ushers, security, Police, custodial, catering, electrical, service contractors, first aid, and Fire personnel);

obtains bids; negotiates and prepares contracts; and facilitates contract approval process, payment requests, payment delivery, and other related tasks.

- During events, provides oversight of safety elements, vendors, and overall maintenance of event facilities and sites, including, but not limited to parks, Civic Center, the Library, public streets, public sidewalks, etc.
- Provides direction to event contractors, volunteers, and staff.
- Coordinates and facilitates meetings with Town staff, businesses, community groups, and other stakeholders.
- Conducts and prepares post-event evaluations and reports, including recommendations for improvements and/or changes.
- Performs other duties as assigned.

QUALIFICATIONS

Knowledge of:

- Standard office practices and procedures, including the use of standard office equipment, basic record-keeping, arithmetic, and computer applications related to the work.
- Professional level writing techniques, including proper grammar, spelling, vocabulary, and punctuation.
- Principles and techniques used in planning, coordinating, and servicing a variety of public and private events.
- Safety regulations and procedures affecting the use of public events and facilities, parks, and grounds.
- Public facility management standards and practices.
- Governmental regulations for public assembly facilities.
- Crowd control.
- Pertinent health, fire, and safety regulations affecting the use of municipal facilities and parks.
- Principles, techniques and methods required in marketing, promotions, public and media relations.

- Conflict resolution skills.

Ability to:

- Work independently and in a team setting.
- Effectively communicate in person, over the telephone, and in writing.
- Identify event problems and take effective course of action.
- Direct the work of others during events.
- Prepare and administer budgets.
- Interpret, apply, explain, and ensure compliance with State, and local laws, rules, regulations, policies, and procedures.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Consistently demonstrate professionalism, ethical integrity, and exceptional customer service.

Education and Experience:

Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

Any combination of training and experience equivalent to a Bachelor's Degree from an accredited college or university in business, public administration, hospitality management or a related field and two (2) years of coordinating a variety of small to large scale events. Experience developing marketing materials and posting through a variety of social and other media outlets.

License and Certification:

At the option of the Town, person hired into this class may be required to either possess at entry or obtain within specified time limits designated licenses, certificates or specialized education and training relevant to the area of assignment. Additional requirements may include, but are not limited to:

- California Class C Driver's License
- First Aid Certification
- Cardio Pulmonary Resuscitation (CPR) Certification

PHYSICAL DEMANDS

This is a moderately sedentary office classification although standing and walking between work areas and during events is required. The individual(s) in this class must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and to visit various Town and meeting sites; visual acuity to read printed materials and a computer screen; and hearing and speech abilities to communicate in person, before groups, and over the telephone. Person(s) in this class must possess the physical stamina to lift and move tables and chairs and arrange facilities for community events and/or meetings. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. The position in this classification occasionally bends, stoops, kneels, reaches, climbs, and walks on uneven surfaces; and pushes and pulls drawers open and closed to retrieve and file information. Employee must possess the ability to lift, carry, push, and pull materials and objects weighing up to 25 pounds.

Climbing	Occasionally	Balancing	Occasionally	Stooping	Occasionally
Kneeling	Occasionally	Lifting	25 lbs.	Fingering	Frequently
Crawling	Rarely	Reaching	Occasionally	Standing	Occasionally
Talking	Frequently	Grasping	Frequent	Walking	Occasionally
Hearing	Frequently	Feeling	Occasionally	Pushing	25 lbs.
Crouching	Occasionally	Running	Occasionally	Carry	25 lbs.
Pulling	25 lbs.	Seeing	Frequently		

ENVIRONMENTAL ELEMENTS

Employee works in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Field work is also required that includes exposure to loud noise levels, and cold and/or hot temperatures. Incumbent may be exposed to blood and body fluids rendering First Aid and CPR.

WORKING CONDITIONS

May be required to work a varied schedule of hours, which may include early mornings, evenings, weekends, and holidays, at a variety of Town facilities.

The Town of Los Gatos is an Equal Opportunity Employer.

In compliance with the Americans with Disabilities Act, the Town will provide reasonable accommodation to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the Human Resources Department.